

Amendment to the Claims

1. – 38. (Canceled)

39. (Original) A method in a video server for modifying video to be sent to a user on-demand, the method comprising:

receiving from the user a request to send the video to the user;
retrieving profile information for the user;
modifying the video by adding ATVEF information to the video based on the
retrieved profile information of the user; and
transmitting the modified video to the user.

40. (Original) The method of claim 39 wherein the modifying includes evaluating rules to determine whether the video should be modified.

41. (Original) The method of claim 39 wherein the video is an on-demand movie.

42. (Original) The method of claim 41 wherein the modifying occurs dynamically as the movie is being transmitted to the user.

43. (Original) The method of claim 39 wherein the video includes frames and the modifying occurs dynamically on a frame-by-frame basis.

44. (Original) The method of claim 39 wherein the ATVEF information relates to purchasing an item that is related to the video to be transmitted.

45. (Original) The method of claim 39 including wherein the modifying is based on an analysis of closed caption information relating to the video.

46. (Original) A method in a content server for enhancing content being broadcast, the method comprising:

receiving the broadcasted content;

retrieving profile information related to a destination to which the received content is to be transmitted

adding ATVEF information to the received content based on the retrieved profile information; and

transmitting the content with the added ATVEF information to the destination.

47. (Original) The method of claim 46 wherein the adding of ATVEF information includes modifying ATVEF information included in the received content.

48. (Original) The method of claim 46 wherein the adding of ATVEF information includes adding ATVEF to content that does not include ATVEF information as broadcasted.

49. (Original) The method of claim 46 wherein the added ATVEF information is based on analysis of closed caption information.

50. (Original) The method of claim 46 wherein the content includes frames and the ATVEF information is added on a frame-by-frame basis.

51. (Original) A method in a video server for modifying video to be sent to a user on-demand, the method comprising:

receiving from the user a request to send the video to the user;

dynamically adding interactive content information to the video; and

transmitting the video with the added interactive content information to the user.

52. (Original) The method of claim 51 wherein the modifying includes evaluating rules to determine whether interactive content should be added to the video.

53. (Original) The method of claim 51 wherein the video is an on-demand movie.

54. (Original) The method of claim 51 wherein the video includes frames and the adding occurs on a frame-by-frame basis.

55. (Original) The method of claim 51 wherein the interactive content information is ATVEF information.

56. (Original) The method of claim 55 wherein the ATVEF information relates to purchasing an item that is related to the video being transmitted.

57. (Original) The method of claim 55 wherein the ATVEF information relates to descriptive information regarding the video.

58. (Original) The method of claim 51 including wherein the adding is based on an analysis of closed caption information relating to the video.